# What The Face

Case Study

## Goal

To understand if offering three different ways of learning how to apply makeup improves the user experience for a makeup tutorial website.

*Role:* UX Designer designing a responsive website from conception to delivery

## Personas

Eliza Winkles
Age: 35
Education: BS in Business
Divorced lives alone
Works as an analyst and bartender

*"I want to look young and fresh"*

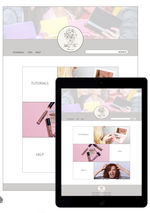
### Pain Points

1. Finds tutorials to be too long
2. Has difficulty finding looks that compliment her skintone
3. Can't complete difficult applications

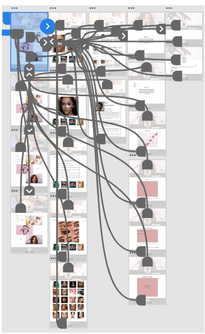
## User Journey Map

| ACTION | Browse Tutorials | Select Look | Makeup | Watch Video | Apply |
|---|---|---|---|---|---|
| TASK LIST | Tasks<br>A. search online for look<br>B. view options for style<br>C. decide on what site to use | Tasks<br>A. Decide on what look they want to emulate | Tasks<br>A. review makeup that is needed to complete look.<br>B. Search tutorials for brands in their collection.<br>C. Purchase makeup that they don't own to complete look. | Tasks<br>A. Review the tutorial.<br>B. Rewatch any areas where they need more clarification.<br>C. Pause once they are ready to try that portion of the look | Tasks<br>A. Utilize makeup to complete the look they just learned.<br>B. seek and implement fix for mistakes<br>C. spray finish to hold look |
| FEELING ADJECTIVE | Excited<br>Overwhelmed with options | Hopeful<br>Excited<br>Discouraged when searching for models that look like her | Frustrated if they don't have what they need | Challenged with new skills<br><br>Overwhelmed fast paced videos.<br><br>Annoyed when having to rewind and rewatch<br><br>Annoyed when videos are too long<br><br>Confused if steps of video don't make sense or seem to skip through portions of application | Frustrated when needing to redo portions of application<br><br>Happy when the final look is done |
| IMPROVEMENT OPPORTUNITIES | | Provide site that has looks based on brand advertisement<br>Allow for searches based on skin tone/skill level/palettes owned | Might be able to select or sort list of looks by makeup already owned.<br><br>Site can identify multiple brands or options to create the look if you don't own featured product | Simple videos.<br>Slow motion options<br><br>Tutorials broken down by feature - eyes, lips, cheeks | Provide pro tips on how to get the look on the first attempt |

## Wireframes to Mockups



## Hi Fi Prototype



https://xd.adobe.com/view/fa4f5eab-4b3b-42e9-8625-cd90c5831543-af1c/?fullscreen

## Usability Study: Findings

*"I really like the option of video, written, and drawn instructions - that's great!"*

### Round 1

1. Users reported a need for drop down options on home page to ease with navigation
2. 3 out of 5 users reported the site as easy to navigate
3. Video instructions are helpful but users would like a slow motion feature

### Round 2

1. 5 out of 5 users liked having multiple options for learning
2. Users liked the live events option for real time tutorial instruction
3. 2 users would find it helpful if difficulty level of make up applications was provided for each tutorial

## Accessibility Concerns

1. Three different types of tutorials provided to enhance user experience for those that learn differently
2. Detailed alt text for ease of use with screen readers
3. Large images utilized to better help users identify the page category for non English speakers

## Takeaways and Next Steps

Impact:
The What The Face website provides an enhanced user experience by allowing for easy access of tutorials in multiple formats.

Next Steps:
Undergo peer review critique session to ensure web content guidelines for accessibility are met.

Provide a skill level guide for each tutorial so that users can easily search applications based on skillset

Hand off site to engineering team to begin production

Contact me for more informaton
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